Signature Events

CURATED BY AIMSLEY MGMT GROUP

Where Legacy Meets Experience

We are a Talent Management and Experiential Brand Agency dedicated to building sustainable careers and lasting legacies. We don't just recognize talent; we champion the passion our clients have to impact their generation and leave a permanent footprint on the world.

Experiential Innovation

As a 360-degree experiential agency, we curate hybrid campaigns that blend relevant content with strategic brand partnerships. We specialize in high-impact activations—managing multi-city programs, complex logistics, and entertainment procurement. Beyond service, we are creators. We build proprietary entertainment properties that partner with both for-profit and non-profit organizations to amplify ROI and fundraising through ambitious, social-cause-driven activity.

Led by Aimee Berger: Brand Consulting Director & Strategist



Known as a “ferociously energetic” relationship builder, Aimee Berger brings 20+ years of expertise to the intersection of strategy and creativity. Starting her career as an entertainment lawyer, she honed the strategic precision and creative problem-solving required to manage project budgets from $250K to $5M+. Today, she transforms brands through immersive marketing that resonates emotionally and delivers measurable results.

The Camplified Blueprint: A Marketing Vehicle for the Next Generation

Our agency’s expertise is best exemplified by Camplified, our proprietary entertainment property that revolutionized how artists reach the Gen Z and Alpha demographics. We turned summer camps into a powerful marketing engine. Through Camplified, we provide artists and brands a "first-look" at the teen and college-age audience, combining live performance with intentional brand storytelling.



Company Case Study

OFF GRID AND PLUGGED IN: TANNER GRIGOLI SUMMER CAMP POP-UP TOUR | SUMMER 2026

PROJECT OVERVIEW

The 2026 return of the Camplified model, rebuilt to launch Atlantic Records artist Tanner Grigoli and his debut EP, Before You Press Play. Over one week in July, the 20-year-old New Jersey singer-songwriter played five Northeast summer camps, including Camp Matoaka, Camp Mataponi, IHC and Tyler Hill Camp, for an audience sitting squarely in his 13–21 core demographic. With phones locked away, campers gave him something no algorithm can buy: their undivided attention.

Each stop paired an acoustic set of camper requests and original EP tracks with a hands-on songwriting session, where Tanner and the kids co-wrote a song together and a concert turned into a relationship. Then the offline moments went online. Tanner's clip of 400+ campers in pajama pants, camp sweatshirts and friendship bracelets jumping to their feet to sing Taylor Swift's "Shake It Off" with him passed 5 million views on TikTok, proving that the most authentic content still starts somewhere with no Wi-Fi.

"I walked into those camps a stranger and walked out with hundreds of kids who knew every word."
— Tanner Grigoli



KEY RESULTS

- ☆ **5M+ TikTok Views:** on a single camp performance clip
- ☆ **~70K New Followers:** across TikTok and Instagram
- ☆ **5 Premier Camp Stops:** in one week, July 15–22
- ☆ **3,000+ Campers and Staff:** reached in person, including college-aged counselors
- ☆ **National Press:** featured in Bloomberg

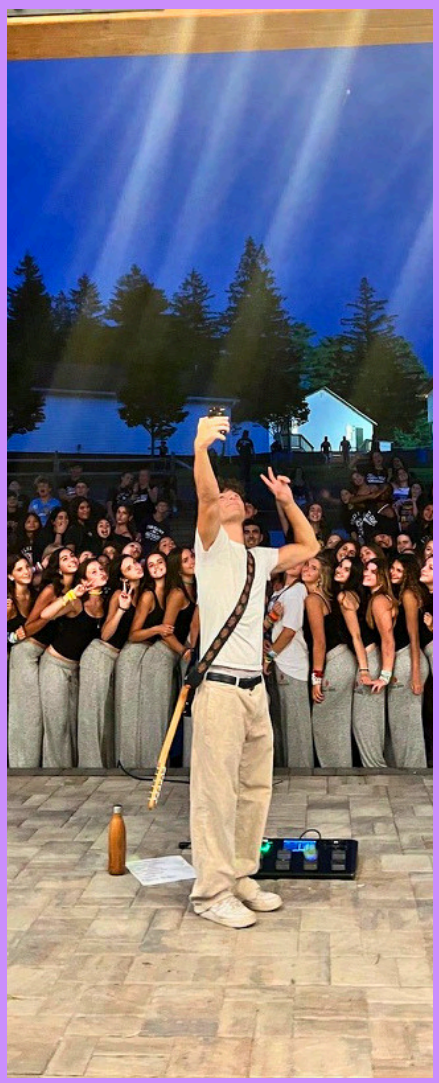
PRESS

Bloomberg | Soundbite: "One Musician Is Touring Summer Camps to Find Real Fans" by Ashley Carman


Tanner





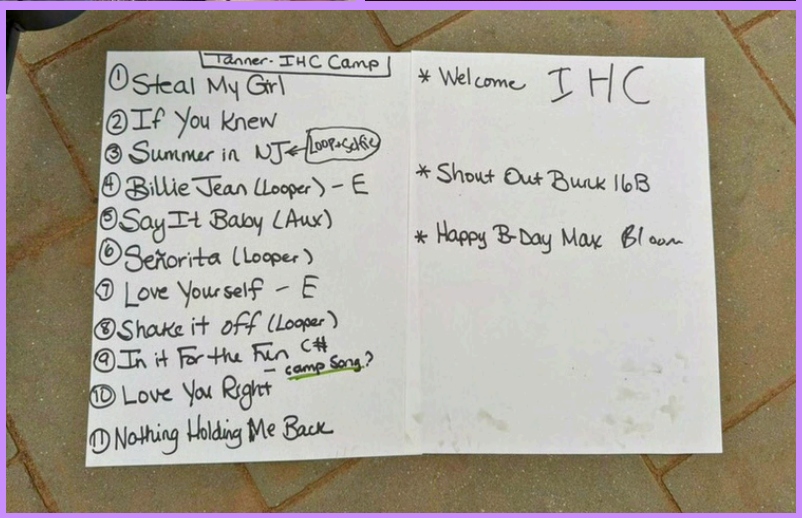



HARLEM
HUDSON
Empire
HONOR ROLL




AIMSLEY MGMT GROUP PRESENTS
TANNER GRIGOLI
JULY 15
CAMP IHC
EQUINUNK, PA
JULY 17
TYLER HILL CAMP
TYLER HILL, PA
JULY 19
CAMP MATAPONI
NAPLES, ME
JULY 21
CAMP MATOAKA
SMITHFIELD, ME
JULY 22
CAMP GREEN LANE
GREEN LANE, PA
Tanner
2026
SUMMER
CAMP
TOUR




Tanner- IHC Camp
1. Steal My Girl
2. If You Knew
3. Summer in NJ ← Loop + Solo
4. Billie Jean (Looper) - E
5. Say It Baby (Aux)
6. Señorita (Looper)
7. Love Yourself - E
8. Shake it off (Looper)
9. In it For the Fun - C# camp song?
10. Love You Right
11. Nothing Holding Me Back
* Welcome IHC
* Shout Out Bunk 16B
* Happy B-Day Max Bloom



Company Case Study

CINCO DE MAHJONG: TACOS, TILES AND A WHOLE LOT OF HEART | BENEFITTING COMFORT CASES

PROJECT OVERVIEW

A festive mahjong fundraiser that brought nearly 100 Bergen County neighbors together — and sent 60 fully packed Comfort Cases backpacks directly to children in foster care. Cinco de Mahjong was designed from the ground up as a high-impact, low-overhead community experience — the kind of event where every dollar raised goes exactly where it's supposed to go. Held at the Upper Saddle River Fire Department, the evening blended festive energy with real purpose: margaritas, mahjong, tacos and a room full of people who showed up to play and stayed to make a difference. By partnering with local underwriters and in-kind sponsors to cover all overhead costs, 100% of ticket sales flowed directly to Comfort Cases — a national nonprofit replacing trash bags with dignity for children entering foster care.

KEY RESULTS

- ☆ **~100 attendees** from the Bergen County community
- ☆ **100% of proceeds** directed to Comfort Cases — overhead fully covered by community sponsors
- ☆ **Zero-cost venue** secured through local civic partnership with the Upper Saddle River Fire Department
- ☆ **Multi-stakeholder production** — co-chaired, coached and supported entirely through Bergen County's existing network of women leaders and entrepreneurs
- ☆ **Community amplification** driven by grassroots network, not paid advertising

THE RESULT

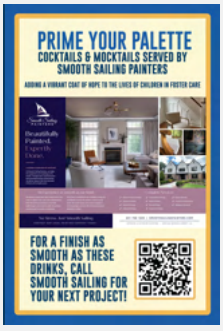
60 backpacks packed, filled and delivered to CASA of Passaic and Union Counties — each one carrying new pajamas, a blanket, books, hygiene essentials, a stuffed animal and a personal note of encouragement.

PRESS

Featured Article - CityLifestyle.com










COMFORT CASES
COMMUNITIES LIFTING UP YOUTH WITH DIGNITY AND CARE






ChildFocus








EMPIRE
CLS








SIETE



Company Case Study

DINK FOR A DIFFERENCE: PICKLEBALL TOURNAMENT | BENEFITING COMFORT CASES

PROJECT OVERVIEW

A purpose-driven community activation that **raised over $20,000** and established a new blueprint for charity events. By leveraging the explosive growth of pickleball, the tournament met a post-remote-work demand for active social connection with purpose. The event's success was amplified by robust local business engagement—from restaurants to paddle brands—creating a powerful model of community partnership. A compelling, personal story transcended geography, as founder Rob Scheer's testimony on his journey from foster care to fatherhood transformed the event into a profound shared experience, culminating in an on-site packing party for Bergen County CASA. Every detail was curated for attendee comfort, signaling a modern shift towards seamless, enjoyable philanthropy.

KEY RESULTS

- ☆ $20,000+ Raised
- ☆ 100+ Participants
- ☆ 30+ Sponsors
- ☆ 450 Comfort Cases Packed: Ensured 450 children in the foster care system no longer have to carry their belongings in a trash bag.

CITYLIFESTYLE MEDIA PARTNER

Direct Mail Distribution

7000 households

21,000 impressions

DIGITAL & SOCIAL MEDIA IMPRESSIONS

Featured Article

3000 impressions

+ Social Shares by high-profile tournament participants

25,000 impressions












SERVING LOVE, SMASHING STIGMA
OUR SINCERE GRATITUDE TO OUR CORPORATE SPONSORS FOR THEIR INVESTMENT IN TODAY'S PICKLEBALL TOURNAMENT BENEFITING COMFORT CASES.
EmpireCLS
COMPASS RE
moorlow
Max France, Inc.


NOTHING Bundt CAKES



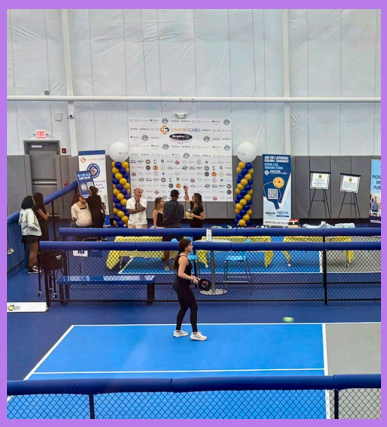

COMMUNITY PARTNERS
SPORTIME


Support
Our Sponsor



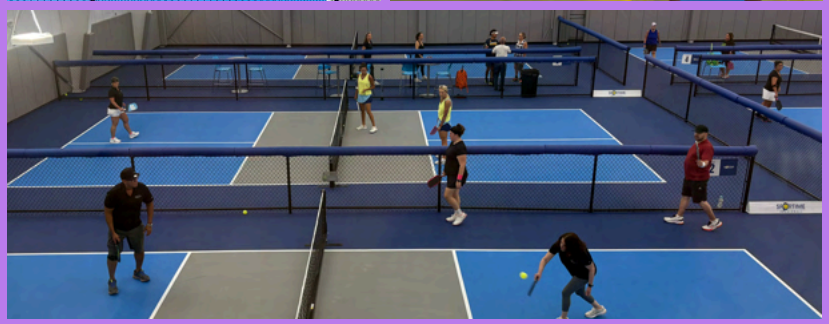



Support
Our Sponsor
GODDARD SCHOOL











Company Case Study

CAMPLIFIED NATIONAL SUMMER TOUR
2000 – 2016

PROJECT OVERVIEW

A long-running traveling music festival and experiential marketing platform that reached the coveted tween/teen demographic in a unique, captive setting: summer camps. The tour provided a critical launchpad for emerging artists **(including alumni like Jax and Rachel Platten)** by delivering guaranteed, enthusiastic audiences. For sponsors like Scholastic, Cartoon Network, Gibson, Juicy Juice, and Musical.ly (now known as TikTok), it served as a direct channel for product interaction and brand love through pre-concert activities and "backstage access" experiences. *Billboard* once dubbed it "Lollapalooza for the Justin Bieber-loving crowd," highlighting its success in bringing a major festival atmosphere to isolated camp environments for over a decade.

Camplified served as an important touring opportunity for **up-and-coming bands, singers, and DJs** who were often on Radio Disney or were gaining initial traction. It provided them with guaranteed, enthusiastic crowds to build their fanbase.

The tour gave brands unparalleled direct access to **tastemaker teens and tweens** who are often hard to reach through traditional media during the summer.



KEY RESULTS

- ☆ High Impact Tour
- ☆ 30 – 50 Premier Camp Stops
- ☆ Powerful Platform for Emerging Artists
- ☆ 360 degree activation woven into the camp lifestyle

NOTABLE ALUMNI

- ☆ Rachel Platten
- ☆ Jax
- ☆ Cody Simpson
- ☆ Patrick Droney
- ☆ Jesse Fink
- ☆ Katelyn Tarver










SACAMPTHING
For Campers By Campers














CAMPLIFIED


DORK
CAMPLIFIED
2016 TOUR



Company Case Study

CULDESAC & CAMP TOUR
SUMMER 2022

PROJECT OVERVIEW

A 2022 evolution of the summer tour model, bringing live music and brand experiences directly to both traditional summer camps and neighborhood cul-de-sacs. Headlined by artists like Brett Koolik, this hybrid tour strategy maximized reach by engaging target youth in both structured camp settings and localized community block parties. The tour fostered a sense of community and served as a highly targeted promotional vehicle for new music, demonstrating adaptability in post-pandemic audience engagement.

Experiential Focus: Like its predecessor, the tour focused on providing an engaging, high-energy live music experience complete with meet-and-greets and promotion of the artists' new music (e.g., Koolik's debut EP).

The tour aimed to foster a sense of community and provide live entertainment in these localized environments, effectively serving as a highly targeted promotional vehicle for up-and-coming talent.

KEY RESULTS

- ☆ Strategic Dual Venue Approach
- ☆ Creating Main Stage Energy
- ☆ Immersive Community Building
- ☆ Hyper Local Fan Engagement

NOTABLE ALUMNI

- ☆ Brett Koolik
- ☆ Ben Kreiger












nord stage 3






DRIVE IN





Company Case Study

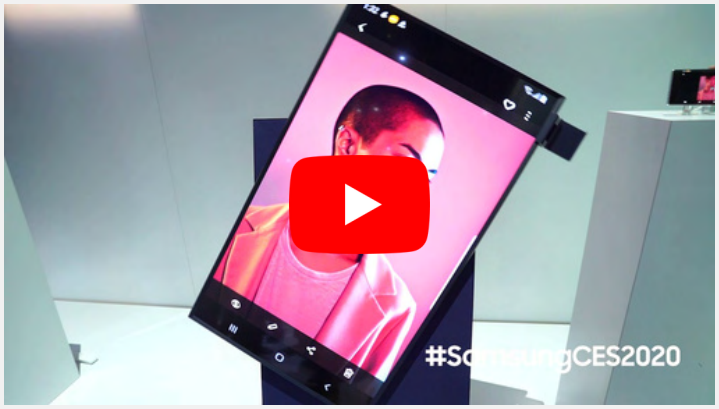
SAMSUNG CES 2020
"THE AGE OF EXPERIENCE"

PROJECT OVERVIEW

Orchestrated the experiential narrative for Samsung's flagship CES exhibition, built around the human-centric concept of a seamless technological future. The "Samsung City" booth was divided into immersive districts showcasing the convergence of AI, 5G, and IoT. Key activations included the debut of the **Ballie** life-companion robot, the **GEMS** exoskeleton for augmented fitness, and the **AI Kitchen** with robotic chefs. A dedicated **C-Lab Innovation Showcase** allowed visitors to interact with futuristic prototypes like SelfieType and SunnySide, positioning Samsung not just as a product maker, but as the architect of a personalized, experiential future. This was a highly engaging area where products were still in the prototype phase.

C-Lab Inside Projects:

- **SelfieType:** A virtual keyboard that used the front-facing camera to analyze finger movements.
- **SunnySide:** A window-shaped lighting device that produced artificial sunlight indoors, changing spectrum throughout the day.
- **Hyler:** A smart highlighter pen that digitized text from paper.



KEY CONCEPTS

- ☆ AI-Driven Connectivity
- ☆ Immersive Future Living
- ☆ Human-Centric Innovation



Company Case Study

MASTERCARD CULINARY PRICELESS SERIES POWERED BY AUDACY

PROJECT OVERVIEW

Executed a national, local-market experiential campaign providing Mastercard holders with exclusive, "money-can't-buy" culinary access. Partnering with Audacy's radio network allowed for targeted promotion in key cities, driving card loyalty and usage. The series offered unique experiences like "Priceless Tables" in extraordinary locations and private chef-curated dinners, transforming a financial product benefit into a sought-after lifestyle perk through the power of curated access and local media amplification.

The series was built upon Mastercard's "Priceless" brand identity, which focuses on providing cardholders with exclusive access and curated experiences related to their passions, with Culinary being one of the core pillars (alongside Arts & Culture, Sports, and Music).

KEY FEATURES

- ☆ Exclusive Lifestyle Access
- ☆ Strategic Media Partnership
- ☆ Loyalty Driven Engagement






Budweiser
the
priceless table
American Airlines
mastercard
SLOAN


the
priceless table
American Airlines
mastercard


the
priceless table
American Airlines






WINTRUST
the
priceless table
American Airlines

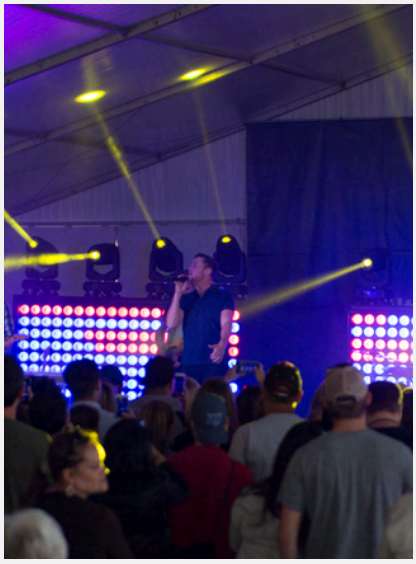
Company Case Study

STRAIGHT TALK WIRELESS X WALMART TOUR POWERED BY AUDACY

PROJECT OVERVIEW

Designed and executed a high-impact "retail-tainment" tour to drive foot traffic to Walmart and position Straight Talk as a value leader. The campaign's core was a custom country music concert tour, featuring major acts like Kane Brown, that physically transformed Walmart parking lots into venues. This drew thousands of consumers, creating a captive audience for integrated Straight Talk engagement zones. Audacy's country radio stations provided the promotional engine, using contests and host endorsements to tie concert excitement directly to in-store product consideration and sales.

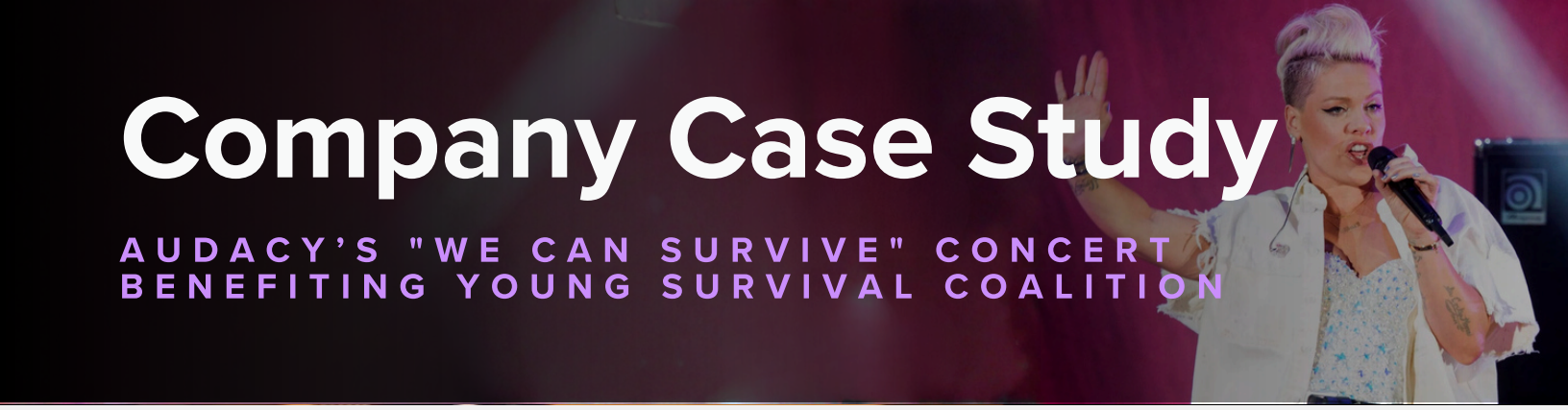






CORE STRATEGY

- ☆ Retail-tainment Strategy
- ☆ Integrated Engagement Zones
- ☆ Media Driven Conversion



Company Case Study

AUDACY'S "WE CAN SURVIVE" CONCERT BENEFITING YOUNG SURVIVAL COALITION

PROJECT OVERVIEW

Produced the annual Hollywood Bowl concert, transforming a major musical fundraiser into an immersive, mission-driven community experience for breast cancer awareness. Beyond the performance, activations like the **"Survivor Sanctuary"** hospitality area fostered connection and support. The Young Survival Coalition's (YSC) mission was integrated through informational booths, advocacy campaigns, and powerful symbolic moments like pink lighting displays. Artist engagement and high-touch VIP experiences for donors channeled the event's energy directly into support for the YSC's critical programs, making it a resonant and participatory cause-marketing flagship.

Partnered with American Express to provide bespoke VIP experiences offered exclusively to Platinum cardholders and high-net-worth clients within the elite "By Invitation Only" program.

These activations transformed the concert from a passive entertainment event into an active, participatory, and emotionally resonant community experience. They served to educate the audience and directly channel the event's energy and funds into supporting the YSC's critical programs.

CORE STRATEGY

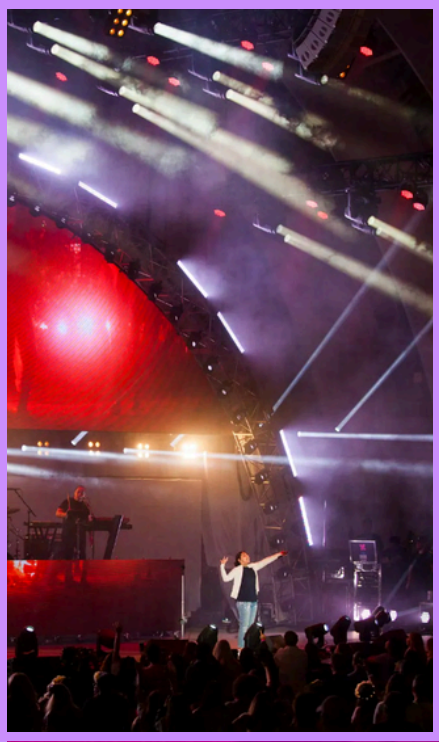
- ☆ Mission Driven Cause Marketing
- ☆ Ultra Exclusive VIP Programming
- ☆ High Touch Donor Engagement












CBS RADIO

5TH ANNUAL

WE CAN SURVIVE

OCTOBER 21, 2017 · HOLLYWOOD BOWL

FEATURING

ALESSIA CARA
HARRY STYLES
KESHA
KHALID
LORDE
MACKLEMORE
PINK
SAM HUNT
SAM SMITH



Company Case Study

THE NIGHT BEFORE @ SUPER BOWL
POWERED BY AUDACY

PROJECT OVERVIEW

Produced the definitive, invitation-only concert event of Super Bowl weekend, serving as a premium client entertainment platform for top-tier sponsors. The activation centered on securing A-list talent (e.g., Metallica) for an exclusive performance. High-touch sponsor zones, VIP lounges with athlete and artist meet-and-greets, and elegant brand installations were designed to deliver unmatched access. Media integration through a controlled red carpet and content creation across Audacy's network ensured massive reach, validating sponsor investment and solidifying the event's status as the pivotal social moment of Super Bowl weekend.

The Core Experience: A-List Concert: The entire experience centered on securing a major, world-renowned musical act (ie: Metallica in 2016) to perform an intimate, exclusive show.

Exclusivity: The event is primarily invitation-only but did offer premium tickets, ensuring the crowd consists of high-net-worth individuals, celebrities, and corporate decision-makers.

KEY FEATURES

- ☆ Premium Brand Integration
- ☆ A-List Talent & Access
- ☆ Media Amplification and Reach

NOTABLE ACTS

- ☆ Dave Matthews Band
- ☆ Jason Aldean
- ☆ Metallica





Company Case Study

YU-GI-OH! TCG IGNITION & RECRUITMENT TOUR 2008-2020

PROJECT OVERVIEW

Orchestrated a nationwide workshop tour that served as a holistic engine for long-term franchise growth. **For over 12 years, the program educated thousands of children annually across 60+ summer camps,** leveraging the tech-free camp environment to foster deep brand engagement. By providing each participant with a **'Duelist Welcome Kit'** and retail incentives, the tour created a seamless bridge to local hobby shops. This initiative acted as both a community-building platform for social and strategic skills and a high-conversion experiential sales channel for the brick-and-mortar network.

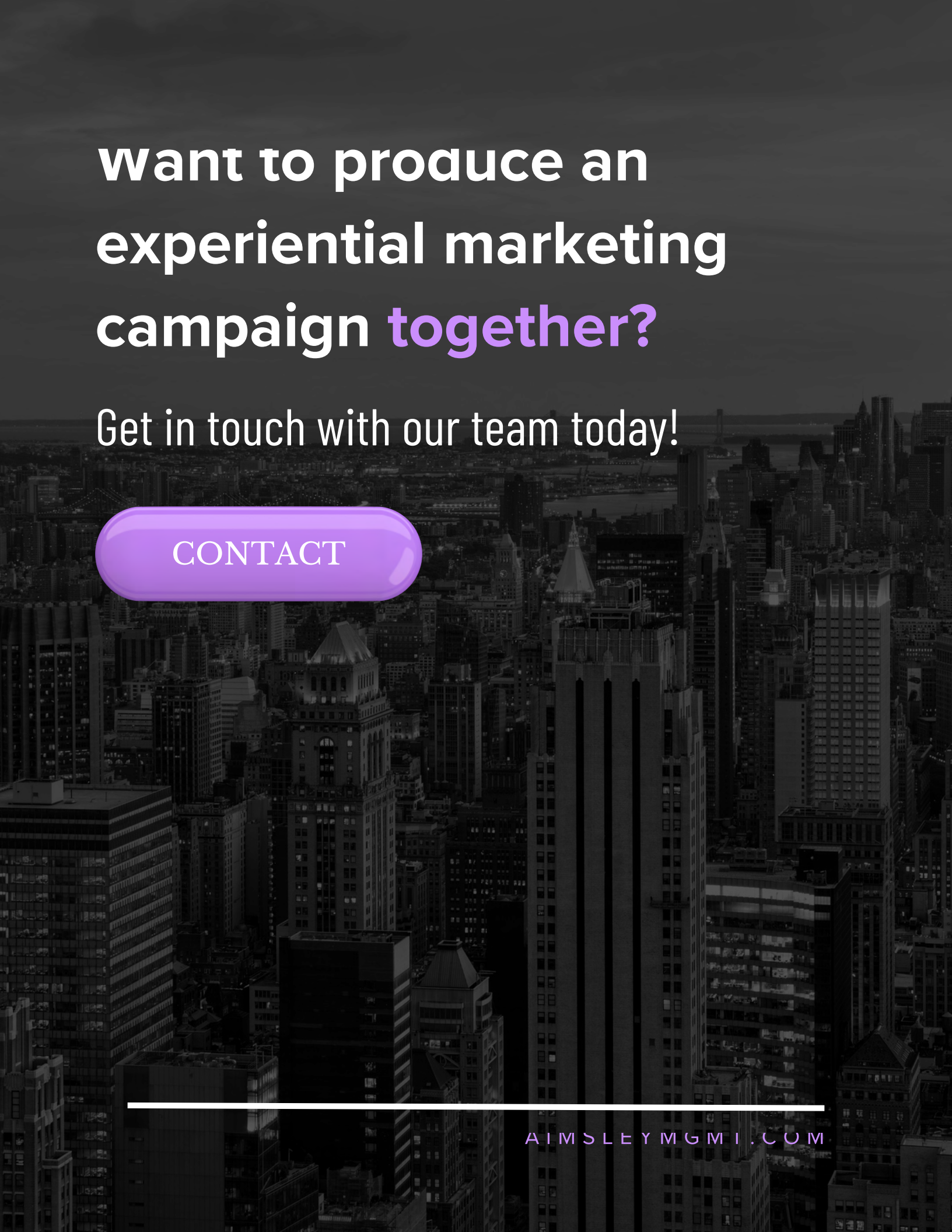
In essence, the program was a holistic engine for growth: it cultivated new, skilled players while simultaneously activating them as customers, ensuring the health of both the community and the physical sales ecosystem.



KEY FEATURES

- ☆ Holistic Franchise Growth Engine
- ☆ Strategic Skill Building
- ☆ Direct Retail Bridge




Want to produce an experiential marketing campaign together?
Get in touch with our team today!
CONTACT
AIMSLEYMGMT.COM